

ORDER



WAVY

Orders
Order / Rev: 203895
Alt Order #:
Product Desc: 9/17-9/23 KAINE FOR SENATE 2012
Estimate: 11793
Flight Dates: 09/17/12 - 09/23/12
Original Date / Rev: 09/06/12 / 09/19/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	24	\$9,800.00	\$8,330.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$9,800.00	\$8,330.00	0.00
Totals	24	\$9,800.00	\$8,330.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	09/17/12	09/23/12	WAVY News @ Sunrise	CM	5a-6a	1111---	:30	4	\$300.00	P2	0.00	NM	4	\$1,200.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1111---		4				\$300.00		0.00			
N 2	WAVY	09/17/12	09/23/12	Today Show M-F	CM	7a-9a	-1--1--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-1--1--		2				\$700.00		0.00			
N 3	WAVY	09/23/12	09/23/12	Today Show Su	CM	8a-9a	-----1	:30	1	\$225.00	P4	0.00	NM	0	\$0.00
				Today Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$225.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WAVY	09/17/12-09/23/12	Today Show Su		8a-9a	-----Su	:30		(\$225.00)		0.00	NM		
				See MG 4.2,4.3											
				[N/A]											
N 4	WAVY	09/19/12	09/19/12	Today Show 2	CM	9a-10a	--1----	:30	1	\$125.00	P4	0.00	NM	2	\$350.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--1----		1				\$125.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WAVY	09/19/12	09/19/12	Today Show 2 Today Show 2	CM	9a-10a	-- 1----	:30	1	\$125.00	P4	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-- 1----		1				\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NAVY	09/17/12-09/23/12		Today Show 2		9a-10a	-- W-----	:30		(\$125.00)		0.00	NM		
	See MG 4.2,4.3 [Political]														
2	NAVY	09/22/12-09/22/12		WAVY News 10 Sa 7a		7a-8a	-----Sa--	:30		\$250.00		0.00	NM		
	Ⓜ MG for 3.1,4.1 [Makegood]														
3	NAVY	09/23/12-09/23/12		WAVY News 10 Sunday 6a		6a-7a	-----Su	:30		\$100.00		0.00	NM		
	Ⓜ MG for 3.1,4.1 [Makegood]														
N 5	WAVY	09/21/12	09/21/12	Today Show 3 Today Show 3	CM	10a-11a	---- 1--	:30	1	\$100.00	P4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---- 1--		1				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NAVY	09/17/12-09/23/12		Today Show 3		10a-11a	-----F----	:30		(\$100.00)		0.00	NM		
	See MG 5.2,5.3 [N/A]														
2	NAVY	09/21/12-09/21/12		Hampton Roads Show		11a-12p	-----F----	:30		\$50.00		0.00	NM		
	Ⓜ MG for 5.1 09/21 [Makegood]														
3	NAVY	09/21/12-09/21/12		M-F 2-3p		2-3p	-----F----	:30		\$50.00		0.00	NM		
	Ⓜ MG for 5.1 09/21 [Makegood]														
N 6	WAVY	09/18/12	09/21/12	M-F 3-4p Maury Povich	CM	3p-4p	- 1- 1---	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- 1- 1---		2				\$100.00		0.00			
N 7	WAVY	09/19/12	09/19/12	M-F 4-5p M-F 4-5p	CM	4p-5p	-- 1----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-- 1----		1				\$125.00		0.00			
N 8	WAVY	09/17/12	09/23/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	- 1- 1---	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- 1- 1---		2				\$800.00		0.00			
N 9	WAVY	09/17/12	09/23/12	M-F 7-730p M-F 7-730p	CM	7-730p	1- 1- 1--	:30	3	\$600.00	P2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	1- 1- 1--		3				\$600.00		0.00			
N 10	WAVY	09/17/12	09/23/12	M-F 730-8p M-F 730-8p	CM	730-8p	1--- 1--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	1--- 1--		2				\$600.00		0.00			
N 11	WAVY	09/20/12	09/20/12	Thur Hour 2 Thursday 9-10p	CM	9p-10p	--- 1---	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--- 1---		1				\$700.00		0.00			
N 12	WAVY	09/22/12	09/22/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	----- 1-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----- 1-		1				\$500.00		0.00			
N 13	WAVY	09/23/12	09/23/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	----- 1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----- 1		1				\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N14	WAVY	09/17/12	09/17/12	Tonight Show/Jay Leno CM Tonight Show w/Leno		1134p-1237a	M- - - - -	:30	1	\$125.00	P4	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M- - - - -			1		\$125.00		0.00			
												Totals	24	\$9,800.00